

LinkUp NewsLink

Summer 2001

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

LinkUp and some of its partners received coverage in several trade and business publications recently.

Recovery One, after the quake.

Pacific Builder & Engineer, a trade publication reaching some 13,000 readers in the construction industry, featured **LinkUp** partner Recovery One on the cover of its April 16 edition. Recovery One processes mixed construction and demolition debris, recycling more than 99 percent of the incoming materials. The cover story focused on Recovery One's efforts to help the Puget Sound area clean up after the February 28 earthquake and featured photographs of the recent equipment and building upgrades to this Port of Tacoma facility.

Statewide honor. In May, Recovery One was selected as the "Business Recycler of the Year" by the Washington State Recycling Association. The facility was one of three honored by the statewide trade organization.

Eco-friendly online. *Office.com*, a business-to-business website, carried a story about several recycling market development programs around the nation, including King County's **LinkUp** program. Y.K. Products, makers of U.S. Cold Patch, was featured as one of the businesses benefiting from **LinkUp**'s customized marketing and technical assistance. According to writer Julie Monahan, "Y.K. Products saw sales of its toxic-free recycled asphalt rise 300 percent after partnering with LinkUp." *Office.com* claims more than 3 million unique visitors to its site each month.

First-year anniversary: Hands-on approach gets results

Increased sales, improved customer awareness, heightened product visibility. These are some of the results cited by **LinkUp** business partners during the program's first year.

LinkUp, launched in April 2000, partnered with six area manufacturers and the city of Seattle during its inaugural year. Sponsored by the King County Commission for Marketing Recyclable Materials, **LinkUp** uses an innovative approach to provide assistance to eligible area manufacturers.

"Typically, government agencies provide grant money to a business or organization to help them develop recycling markets, and then they step aside," says Erv Sandlin, program manager. "A year or so later, a final report is submitted on the project, which may or may not have been a success.

"**LinkUp** is different," he continues. "We use a team of specialists to evaluate the individual needs of a business and develop a customized plan. It might include technical assistance, marketing support or media promotion. If the company's needs change during the course of the project, we alter our services. This hands-on approach is what sets the program apart."

Opening doors

The **LinkUp** team provided a variety of marketing and technical assistance services during the program's first year. By partnering with **LinkUp**, for example, Everett-based Y.K. Products, which makes a dry, odorless pothole patch that contains up to 70 percent recycled asphalt, was able to secure additional government purchase contracts. Since production began nearly a year ago, this environmentally friendly product has been used by 60 area municipalities and public works facilities. It is also available at several home improvement centers.

"If King County recommends that people try a product, they pay more attention," says John Ackerman, manager, Y.K. Products. In fact, so much attention was paid that the company needed a business plan — fast. The **LinkUp** team swung into action to help Ackerman create a viable plan for expanding his business.



Kim Zumwalt

Service expansion and equipment upgrades helped Terry Gillis and Recovery One win the "Business Recycler of the Year" award.

Increasing customer sales

Recovery One, a recycling facility at the Port of Tacoma that accepts and sorts mixed construction debris, was interested in boosting business during its slower winter months. To help out, the **LinkUp** team created a marketing campaign using a series of direct-mail postcards. Initial results: 25 new customers.

During these months, the plant increased its handling of construction and demolition debris to 500 tons a day — up 30 percent over last year. **LinkUp** is also helping Recovery One develop a market for recycled carpet — the first program of its kind in the Northwest for this "problem" waste.

Landing a large order

Mithun Architects, designers of a new environmental learning center on Bainbridge Island, contacted Susan Snover of Custom Handweaving last fall after reading a newspaper account about her business and participation in **LinkUp**. Snover, who uses recycled fabrics to weave colorful, durable rag rugs, was commissioned to weave 49 rag rugs for use in the center's main lodge and residential rooms.

The **LinkUp** program continues to grow, and four new partners were added this spring. (See "Spotlight on the Marketing Commission," over.)

NewsLink is published quarterly by the King County Commission for Marketing Recyclable Materials as part of the **LinkUp** program. For information about **LinkUp**, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/market/linkup>.

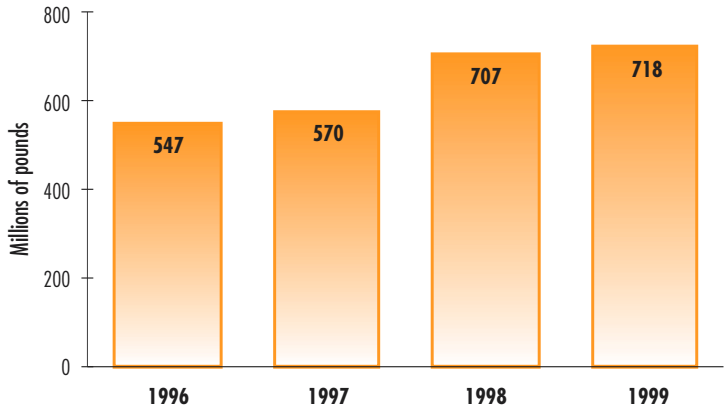


**KING
COUNTY**

FAST FACTS

Recycled PET plastic use up

The amount of recycled PET (polyethylene terephthalate) — the type of plastic signified by the #1 code on the bottom of bottles and containers — turned into new items increased by 31 percent from 1996 to 1999. Recycled PET plastic can be found in T-shirt fabric, carpet fiber, industrial strapping, car bumpers and food containers.



Source: National Association for PET Container Resources

SPOTLIGHT ON THE MARKETING COMMISSION

Four more and counting

Four manufacturers joined the LinkUp program this spring.

MetaMorf, Inc. This eco-design firm creates handsome and functional chairs, benches, café tables, and other home and business accessories from 100 percent recycled plastic. The recycled plastic comes from such common household containers as milk jugs and shampoo bottles. The LinkUp team will help MetaMorf develop a business expansion plan and provide marketing support.

Brandrud Furniture. A manufacturer of furniture for waiting rooms, bank lobbies and corporate offices, Brandrud is exploring new ways to use recycled and environmentally preferred natural resources in its furniture. Currently, the company uses wheatboard byproduct, in the interior framing of its chairs and sofas, and Dakota Burl, made from sunflower seed shells, in more decorative applications. LinkUp will help Brandrud identify waste-reduction and recycling opportunities and tell its story to customers through a promotional campaign.

Allied Floors. This Seattle commercial flooring contractor, established 60 years ago, recently developed a product that mixes recycled glass in a custom-colored cement base, producing attractive, one-of-a-kind floor designs. The new process is less expensive than terrazzo flooring and is available for use within 24 hours after application. Launching this new product will provide the focus for the LinkUp partnership.

American Plastic Manufacturing Inc. American Plastic Manufacturing makes plastic bags of all sizes, shapes and colors for use by grocers and other retailers. The company uses post-consumer recycled plastic to produce the bags. Last year, American Plastic used more than 300,000 pounds of recycled plastic, or the equivalent of 1.5 million milk jugs. LinkUp will help create a campaign focused on increasing the use of recycled-content bags by area retailers.

For more information

Manufacturers interested in learning more about LinkUp are invited to call Erv Sandlin, LinkUp program manager, at (206) 296-0233, or visit the LinkUp website: <http://dnr.metrokc.gov/market/linkup>.

CHECK IT OUT!

GREEN BUILDING GUIDE

An eco-construction resource guide for project developers, designers, construction managers and facility operators is available online through the Pacific Northwest Pollution Prevention Resource Center. Visit www.pprc.org and highlight "PPRC Resources." Select "Green Construction" in the listing that follows.

SUSTAINABLE FUTURE

The Oregon Sustainability Forum will be held Sept. 6–8 in Portland, Ore. Business and community leaders will present tools and strategies they are using to implement sustainability initiatives. Find out more at www.sustainablenorthwest.org.

ONLINE BUSINESS RESOURCE

DataLink, King County's new database that outlines resources and incentives available from more than 100 local and national organizations and businesses, is becoming one of the most popular links on the LinkUp website. Its online format allows users to find solutions to specific business needs 24 hours a day. Visit <http://dnr.metrokc.gov/market/linkup>, and choose "DataLink."

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